

Message Text

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ACTION EUR-12

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AMCONSUL BARCELONA

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UNCLAS MADRID 6356

E.O. 11652:N/A

TAGS: BEXP, SP

SUBJECT: CATALOG SHOW: FOOD PROCESSING AND PACKAGING, VALENCIA,
MAY 1977

REF: CCP FY 77

1. POST HAS TENTATIVELY RESERVED SPACE AT VALENCIA INTERNAIONAL
FAIR, MAY 1977, FOR SUBJECT CATALOG SHOW. FAIR AUTHORITIES ARE

VERY INTERESTED IN US PARTICIPATION AND HAVE OFFERED SEVERAL
SPECIAL ASSISTS. FIRST THEY WOULD LIKE TO HOLD AN OFFICIAL "USA
DAY" DURING THE COURSE OF THE FAIR. THEY HAVE RESERVED A PRIME
LOCATION FOR THE US EXHIBIT. THEY HAVE ALSO GIVEN A SPECIAL
PRICE FOR THE US EXHIBIT OF 1000. PESETAS PER SP. METER (LESS
THAN US \$15). THIS PRICE INCLUDES STAND STRUCTURE OF WALLS,
CARPETED FLOOR, LIGHTS, ELECTRIC OUTLETS AND WATER.

2. IN VIEW OF FAIR AUTHORITIES KEEN INTEREST IN US EXHIBIT
POST PROPOSES DOING LOCALLY RECRUITED EQUIPMENT EXHIBIT TO
COMPLEMENT CATALOG SHOW. EXCELLENT FLOOR SPACE PRICE WHICH INCLUDES
ALL BASIC STRUCTURE, PLUS STAFF PROVIDED OUT OF CATALOG SHOW
FUNDS MEANS A MINIMUM OF ADDED EXPENSE FOR POST, BASICALLY HOSTESS-
INTERPRETERS FOR SHOW. PUBLICITY CAMPAIGN FOR CATALOG SHOW
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COULD BE EASILY INCREASED TO INCLUDE EQUIPMENT DEMONSTRATION

AT MARGINAL EXPENSE.

3. POST ANTICIPATES INCORPORATING EQUIPMENT OF ONLY TWO OR THREE PRESTIGIOUS US FIRMS INTO SHOW. THESE FIRMS WILL DESIGN THEIR OWN EXHIBITS UNDER THE OVERALL USA BANNER. TWO US MANUFACTURERS OF FOOD PACKAGING EQUIPMENT, E.W. BLISS AND CONTINENTAL CAN COMPANY, HAVE ALREADY DISCUSSED POSSIBILITY OF PARTICIPATING IN SHOW WITH FPP CAMPAIGN MANAGER.

4. PLEASE INFORM STATUS OF SUBJECT CATALOG SHOW AND ANY THOUGHTS COMMERCE MIGHT HAVE ON DEMONSTRATING EQUIPMENT OF CAREFULLY SELECTED US FIRMS RECRUITED LOCALLY.
STABLER

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